

AMENDMENT

Please amend the above-identified application as set forth below.

In The Claims:

1. (Currently Amended) A system for marketing goods and services over an Internet, comprising:

a computer capable of accessing the Internet, the computer having a web enabled program;

a computer system is capable of being accessed by the computer over the Internet, the computer system for providing a plurality of screens to the computer once the computer accesses the computer system with such screens providing information relating to products and services being offered for sale by the computer system and a phone number for contacting a representative of the computer system;

a telephone connection between the computer and the computer system; and

the computer system comprising means for controlling operation of the computer, the controlling means comprising different levels of control with a first level of control being the computer system sending screens to the computer with the computer system being capable of viewing different screens, a second level of control being the computer system controlling operation of the web enabled program of the computer, and a third level of control being the computer system capturing complete control fo the computer, wherein another level of control is the controlling means sending information form the computer system to the computer, the information including an audio file, a video clip, or a slide show presentation.

2-17 (Canceled)

18. (Currently Amended) A method ~~of marketing goods and services over an Internet~~ comprising the steps of marketing goods and services over an Internet including providing a

website of a vendor over the Internet, allowing a customer to access the website by use of a customer computer to view screens relating to the goods and services being offered by the vendor, displaying a phone number for a customer to call to obtain further information relating to the goods and services being offered by the vendor, connecting a telephone call between the customer and a representative of the vendor, and controlling the screens which are presented to the customer computer, the controlling step having different levels of control with a first level of control being sending screens to the customer computer, a second level of control being controlling operation of a web enabled program of the customer computer, ~~[[or]]~~ and a third level of control being capturing complete control of the customer computer.

19. (Previously Presented) The method of claim 18 further comprising the step of the representative inputting information to be presented to the customer.

20. (Previously Presented) The method of claim 18 further comprising the step fo finalizing a purchase of goods and services.

21. (New) A method comprising:

using the Internet to market at least one of a good or a service;

answering a telephone call from a customer regarding the marketed good or service;

controlling a customer computer; and

the controlling the customer computer including displaying information regarding the marketed good or service on the customer computer.

22. (New) The method of claim 21, further comprising allowing the customer to make a purchasing decision regarding the marketed good or service.

23. (New) The method of claim 21, further comprising the controlling the customer computer further including inputting information regarding a transaction related to the marketed good or service, the inputting being for the customer.
24. (New) The method of claim 21, further comprising the advertising of the good or service including providing a website regarding the marketed good or service.
25. (New) The method of claim 24, the providing a website further comprising providing a telephone number, the answering a telephone call from the customer to be at the telephone number.
26. (New) The method of claim 21, the displaying information further comprising navigating to a website regarding the marketed good or service.
27. (New) The method of claim 21, the displaying information further comprising pointing out the information with a cursor of the customer computer.
28. (New) The method of claim 21, the displaying information further comprising highlighting a text regarding the marketed good or service.
29. (New) The method of claim 21, further comprising determining a sales price for the marketed good or service.
30. (New) The method of claim 21, the controlling the customer computer further comprising navigating to a page within a website.

31. (new) A method comprising:

providing a vendor Internet website that is accessed via the Internet by a customer computer, the customer computer being configured with Internet browsing software, the vendor Internet website being configured to market at least one of goods and services to a user of the customer computer via a plurality of web pages that are for display on the customer computer through the Internet browsing software;

providing a vendor computer system for use by a vendor representative, the vendor computer system being configured with software that is programmed to conference the customer computer with the vendor computer system to provide the vendor representative with control over what is displayed on the customer computer while the customer computer is accessing one or more web pages on the vendor Internet website;

receiving a telephone call from the customer computer user at a telephone of the vendor representative; and

controlling, through the vendor computer system software, what is displayed on the customer computer to thereby respond to an inquiry placed by the user with the vendor representative via the telephone call.

32. (new) The method of claim 31 further comprising:

displaying, on at least one of the vendor Internet website web pages, a telephone number at which the vendor representative can be reached.

33. (new) The method of claim 32 wherein the customer computer comprises an Internet-connected personal computer.

34. (new) The method of claim 33 wherein the Internet-connected personal computer comprises a handheld wireless computing device.

35. (new) The method of claim 33 wherein the telephone call receiving step comprises receiving the telephone call from the customer computer user via a cell phone of the user.

36. (new) The method of claim 33 wherein the controlling step comprises:
responsive to input from the vendor representative, highlighting a portion of a vendor Internet website web page that is displayed on the customer computer.

37. (new) The method of claim 33 wherein the controlling step comprises:
responsive to input from the vendor representative, moving a cursor that is displayed on a vendor Internet website web page that is displayed on the customer computer.

38. (new) The method of claim 33 wherein the controlling step comprises:
responsive to input from the vendor representative, navigating the customer computer to a new web page of the vendor Internet website.

39. (new) The method of claim 33 wherein the controlling step comprises:
suspending the ability of the user of the customer computer to take a previously available action on the vendor Internet website web page that is displayed on the customer computer.

40. (new) The method of claim 33 wherein the controlling step comprises:
responsive to input from the vendor representative, displaying new text on the Internet website web page that is displayed on the customer computer, the new text comprising text that was not previously displayed on that web page.